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World Publishing Losing Its Top Editorial Team

By HENRY RAYMONT

The Times Mirror Company has lost the top editorial team of its biggest book publishing concern, the World Publishing Company.

Three executives who are leaving are Edward Kuhn Jr., executive vice president and publisher; Robert A. Gutwillig, vice president and general manager, and Roger Donald, editor in chief of the general book division.

Mr. Kuhn and Mr. Gutwillig are planning to start their own publishing house, possibly with World as the distributor. They will stay with the company until the end of the year, in an informal consultative arrangement.

Mr. Donald, whose resignation takes effect in mid-October, will become the New York editor of Little, Brown & Co., the Boston publishing house. He will succeed A. L. Hart, who has become publisher of the Dial Press Inc.

Martin P. Levin, chairman and president of World, announced in a memorandum to the staff last week that Mr. Kuhn had been succeeded by Christopher Shaw, effective Sept. 15.

Mr. Shaw was managing editor and chief executive officer of the New English Library, a paperback subsidiary of the Times Mirror in London.

Mr. Kuhn and Mr. Gutwillig, who have worked as a team since they were editors together at McGraw-Hill 10 years ago, joined World 18 months ago as part of a sweeping realignment of the Times Mirror's book publishing operations.

Known for Dictionary

World, which was acquired in 1963 by the Times Mirror, publisher of The Los Angeles Times, had been best known for its Bibles and Webster's New World Dictionary.

Since Mr. Kuhn and Mr. Gutwillig transferred to the company from the New American Library, another Times Mirror subsidiary, they have expanded World's general trade list, books of fiction and nonfiction. Among the new titles

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books on its list are Norman Mailer's "Miami and the Siege of Chicago," Gay Talese's "The Kingdom and the Power," Gwen Davis's "The Pretenders," Romain Gary's "The Dance of Genghis Cohn" and Jerry Kramer and Dick Schaap's "Instant Replay."

Over the last 18 months, World has concentrated on publishing hardcover titles, while New American Library, which for a while combined paperback with hardcover pub-

lishing, will revert mainly to issuing paperback titles.

The Times Mirror, which this month agreed to acquire The Dallas Times Herald for \$91.5-million in an exchange of stock, also owns Harry N. Abrams, an art books publisher; Matthew Bender, a law book concern; Year Book Medical Publishers and C. V. Mosby, which publishes books in the biological sciences.

Mr. Donald was advertising manager and senior editor at McGraw-Hill between 1960 and 1966. Before joining World in the fall of 1968, he was editorial director at Funk & Wagnalls. Among his authors are Arthur Krock, Jim Bishop and Nathaniel Benchley.